

ABSTRACT OF THE DISCLOSURE

A technique for displaying a television commercial on end user equipment includes providing a plurality of commercials available to be played on the end user equipment while tuned to a television channel, e.g., by pre-storing the audio/video of those commercials on a storage medium of the user equipment. The onset of a commercial time slot on the television channel is detected; and a selection is made, at the end user equipment, of one of the plurality of commercials. The selected commercial is played during the detected commercial slot as a substitute for the commercial broadcast on the television channel.